

**REACH FOR THE IEEE STARS
IN THE TECH MARKET!**

**GLOBAL SOURCE
FOR REACHING
ENGINEERING STUDENTS
AND YOUNG ENGINEERS**

2016 MEDIA KIT

DESIGNED FOR ENGINEERING STUDENTS AND YOUNG PROFESSIONALS AT THE FOREFRONT OF TECHNOLOGY

IEEE student members comprise a global community of undergraduate and graduate students and young professionals who explore how technology drives industry and impacts modern society and business – both today and tomorrow. They are actively looking for the latest in research and important technical developments.

Discover the IEEE Student Audience

- Over 2,300 Student Branches
- Students represent 28% of total IEEE membership
- The IEEE student membership program is mission-oriented and dedicated to:
 - Fostering technical innovation for the benefit of humanity
 - Providing high-quality IEEE student member experience globally
 - Encouraging lifelong professional success through IEEE membership

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IEEE Potentials is the winner of min's annual Editorial and Design Award for a Single Magazine Issue recognizing excellence in content and design among consumer, business-to-business and specialized information media brands.

Social Media Presence

Keeping an active presence on social media allows student members to connect, engage and inform. The IEEE engineering students are highly dynamic and connected online. Our social networking tools can reach many parts of the world.

Facebook

- Xtreme (37,000 Likes)
- Students (67,000 Likes)

Twitter, Google+, YouTube



IEEE MEMBERS' PURCHASING CATEGORIES*

77%	Computer hardware
69%	Test and measurement products
57%	Simulation software
57%	Circuits and systems
53%	Computing and graphics
51%	Power and energy equipment
49%	CAD/CAM/CAE systems
49%	Internet applications
47%	Embedded systems
45%	Control technologies
45%	IC/semiconductors
41%	Scientific computing
41%	Business/ERP software
40%	Power solutions
38%	Security systems and solutions
36%	Programmable logic (FPGAs)
33%	Electromagnetic technology
32%	Microwave RF
30%	Intelligent systems



REACHING A KEY AUDIENCE – THE DECISION-MAKERS OF TOMORROW

The *IEEE Potentials* is a global community of over 75,000 engineering students who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

- Tap into the latest career strategies throughout the year with special features and unique highlights
- Complement your advertising with exclusive and authoritative editorial that connects your brand with the brightest minds in your business
- Reach key IEEE student members – future leaders in the development of the latest technology and engineering advances

IEEE Potentials Marketing



IEEE Potentials is dedicated to undergraduate and graduate students and young engineers.

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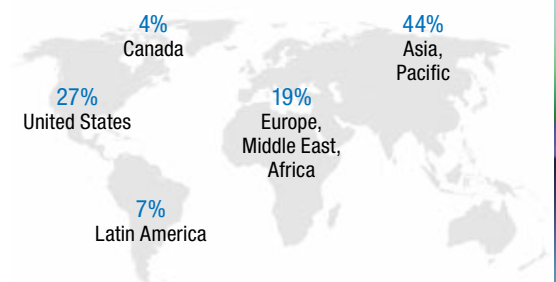
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→ GEOGRAPHIC & PROFILE*



2016 EDITORIAL CALENDAR

Departments: Student Editor's Editorial; My 1st Job; Student Branch Profiles; The Way I See It; Gamesman; Student Activity Committee Chair's Editorial

ISSUE	CLOSE	MATERIALS	2016 BONUS DISTRIBUTION
JAN/FEB	8 DEC 2015	11 DEC 2015	• OFC, 20-24 Mar., Anaheim, CA
MAR/APR	4 FEB	9 FEB	• APEC, 20-24 Mar., Long Beach, CA • ICASSP, 20-25 Apr., Shanghai, China • ETHICS, 13-14, Vancouver, BC, Canada
MAY/JUN	7 APR	12 APR	• MTT IMS, 22-27 May, San Francisco, CA • DAC, 2-10 Jun., Austin, TX • ACC, 6-8 Jul., Boston, MA
JUL/AUG	20 JUN	23 JUN	• EMC, 25-29 Jul., Ottawa, ON, Canada
SEPT/OCT	9 AUG	12 AUG	• Photonics, 2-6 Oct., Waikola, Hawaii • IAS, 2-6 Oct., Portland, OR
NOV/DEC	14 OCT	19 OCT	• CDC, 12-14 Dec., Las Vegas, NV

Editorial calendar is subject to change without notice.

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	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$4,525	\$4,340	\$4,250	\$4,160	\$3,980	\$3,760	\$3,480	\$3,170
2/3 Page	3,570	3,480	3,390	3,300	3,170	2,940	2,720	2,420
1/2 Island	2,810	2,670	2,580	2,490	2,400	2,310	2,220	2,080
1/2 Page	2,530	2,400	2,330	2,310	2,220	2,080	1,950	1,810
1/3 Page	1,810	1,720	1,630	1,580	1,490	1,400	1,360	1,270
1/4 Page	1,360	1,290	1,220	1,180	1,130	1,040	910	860
1/6 Page	1,130	1,090	1,060	1,000	950	860	810	770
Cover 2	\$5,656	\$5,430	\$5,320					
Cover 3	5,656	5,430	5,320					
Cover 4	6,109	5,860	5,740					

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